are pending.

6. (Three Times Amended) A method of delivering a receiver specific program at at least one of a plurality of receiver stations, comprising the steps of:

generating a first control signal at a transmitter station;

receiving a second control signal at said transmitter station, said second control signal operative to communicate said first control signal; and

transmitting said first control signal to said at least one of said plurality of receiver stations in response to said second control signal, said first control signal effective at said at least one of said plurality of receiver stations to control a computer to compute a receiver specific value by processing information stored in said computer, generate a receiver specific signal based on said receiver specific value, and output programming based on said receiver specific signal.

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7. (Three Times Amended) A method of delivering a receiver specific program at at least one of a plurality of receiver stations, comprising the steps of:

storing a control signal and selected data at a transmitter station; and

transmitting a transmission including said stored control signal and said stored selected data, said control signal effective at said at least one of a plurality of receiver stations to control a computer to compute a receiver specific value by processing information stored in said computer including said selected data, generate a receiver specific signal based on said receiver specific value, and output programming based on said receiver specific signal.

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21. (Three Times Amended) The method of claim 6, said method further comprising the steps

of:

originating an instruct signal at said transmitter station; and

J2 generating some portion of at least one of a computer program and a data module in response to said instruct signal.

22. (Twice Amended) The method of claim 6, wherein said receiver specific program

J3 includes a presentation of at least two instances of combined medium programming, said method further comprising the steps of:

transmitting a portion of each of said two instances of combined medium programming.

25. (Three Times Amended) A method for controlling the transmission of a control signal from an intermediate transmitter station to a receiver station, comprising the steps of:

receiving, at said intermediate transmitter station, information regarding a first control signal;

receiving a second control signal operative to cause a first computer at said intermediate

J4 transmitter station to select data and to communicate said first control signal to a memory of said computer based on said data; and

transmitting, to said receiver station, said selected first control signal, said selected first control signal operative at said receiver station to control a second computer to generate a receiver specific value by processing information stored in said second computer, generate a receiver specific signal based on said receiver specific value, and communicate programming to an output device based on said receiver specific signal.

J5 26. (Amended) The method of claim 25, wherein said first control is generated at said

intermediate transmitter station before said second control signal is received.

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27. (Amended) The method of claim 25, wherein said step of transmitting said first selected control signal is based on a third control signal.

28. (Twice Amended) The method of claim 25, further comprising the step of storing said selected first control signal at a storage device included within said intermediate transmitter station.

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29. (Twice Amended) The method of claim 28, wherein said transmitting step is performed at a specific time according to a third control signal.

33. (Twice Amended) The method of claim 6, further comprising the step of receiving

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operating instructions at said transmitter station, said operating instructions effective to control a processor at said transmitter station, wherein said first control signal and said second control signal are processed by said processor under control of said operating instructions.

34. (Amended) The method of claim 7, further comprising the step of transmitting operating

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instructions to said computer, said operating instructions effective to control said computer, wherein said control signal is processed by said computer under control of said operating instructions.

35. (Twice Amended) A method of delivering a receiver specific program at a receiver

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station having a computer and an output device, said method comprising the steps of:

(a) receiving a broadcast or cablecast information transmission comprising a plurality of units

of programming and a control signal;

(b) communicating each of said plurality of units of programming to at least one of:

(1) said computer for processing; and

(2) said output device for delivery to a user;

(c) detecting said control signal in said broadcast or cablecast information transmission and passing said detected control signal to said computer;

(d) controlling said computer based on said detected and passed control signal, said step of controlling comprising:

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(1) generating a receiver specific value by processing information that is stored in said computer;

(2) selecting at least one of said plurality of units of programming based on said receiver specific computer generated value; and

(3) outputting said selected at least one of said plurality of units of programming; and

(e) delivering a presentation of two or more units of programming, said two or more units of programming including said selected at least one of said plurality of units of programming.

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36. (Amended) The method of claim 35 wherein said selected at least one of said plurality of units of programming is delivered as printed text.

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37. (Amended) The method of claim 35 wherein said selected at least one of said plurality of units of programming includes audio, and said step of outputting comprises placing said audio into said audio RAM.

38. (Amended) The method of claim 35, wherein said selected at least one of said plurality of units of programming includes information to be displayed in video, and said step of outputting comprises placing said information to be displayed in video into a video RAM.

55. (Amended) A method of signal processing at a receiver station having a computer and an output device to deliver at the output device an output of combined medium programming including a receiver specific datum within a broadcast or cablecast program, said method comprising the steps of:

(a) receiving an information transmission comprising a broadcast or cablecast program and a control signal;

(b) selecting said received broadcast or cablecast program from the information transmission and transferring it to the output device for delivery to the user;

(c) detecting said control signal in the information transmission and passing said detected control signal to said computer; and

(d) controlling said computer based on said control signal, said step of controlling comprising:

(1) generating a receiver specific datum by processing first information that is stored in said computer;

(2) placing said receiver specific datum at a specific memory location of the computer;

(3) communicating said receiver specific datum from said specific memory location to said output device; and subsequently

(4) clearing said receiver specific datum from said specific memory location;

whereby combined medium programming of said received broadcast or cablecast program including said receiver specific datum is delivered in a period of time between said step of placing

said receiver specific datum at said specific memory location and said step of clearing said receiver specific datum from said specific memory location.

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56. (Amended) The method of claim 55, wherein the step of generating a receiver specific datum by processing information that is stored in the computer is achieved by executing a computer program which is loaded at said computer in response to said control signal.

60. (Amended) The method of claim 55, wherein processor instructions executed by said computer to perform said step of controlling are detected in the broadcast or cablecast information transmission.

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78. (Amended) A receiver station apparatus for signal processing to deliver combined medium programming including a receiver specific datum within a broadcast or cablecast program, comprising:

an output device, said output device for delivering said program;

a decoder for detecting control signals in an information transmission;

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a computer operatively connected to said output device and said decoder, said computer having a specific memory location, and for performing the following steps based upon said control signals:

(1) generating a receiver specific datum by processing information that is stored in said computer;

(2) placing said receiver specific datum in said specific memory location;

(3) communicating said receiver specific datum from said specific memory location to said output device; and subsequently

(4) clearing said receiver specific datum from said specific memory location,

thereby delivering combined medium programming including said receiver specific datum during said broadcast or cablecast program in the period of time between placing said datum at said memory location and clearing said datum from said memory location.

79. (Amended) A method of communicating mass medium program material from a transmitter station to a plurality of receiver stations each of which includes a broadcast or cablecast program receiver, an output device, a control signal detector, a computer, and with each said receiver station adapted to detect the presence of at least one control signal, to generate a receiver specific datum in response to a detected specific control signal, and to deliver at said output device combined medium programming including said receiver specific datum within a broadcast or cablecast program, said method comprising the steps of:

receiving at a transmitter station a program to be transmitted;

storing at said transmitter station a control signal which at said plurality of receiver stations operates to generate a receiver specific value and to select audio for output based on said receiver specific value; and

transmitting at a specific time an information transmission comprising said program and said control signal.

89. (Unchanged) The method of claim 79, wherein a controller at said transmitter station controls the passing of a specific received signal, said method further comprising the steps of detecting embedded information in said specific received signal and controlling the passing of said specific received signal on the basis of said detected embedded information.

103.(Amended) The method of claim 79, wherein a plurality of signals is received from one or more remote stations at said transmitter station and at least one is stored at said transmitter station which is operative to schedule transmission, said method further comprising the steps of adapting said transmitter station to store a schedule and causing said transmitter to transmit in accordance with said schedule.

104.(Amended) The method of claim 103, further comprising the step of causing said transmitter station to generate, in accordance with said schedule, at least portions of signals to be transmitted.

105.(Amended) The method of claim 79, further comprising the steps of:

receiving at said transmitter station an information transmission from a remote station;

detecting in the information transmission from said remote station an instruct signal;

executing said instruction set at a transmitter station computer in response to said instruct signal; and

selecting, based on said instruction set, information to be processed at a receiver station or communicating information to be associated with said program.

106.(Unchanged) The method of claim 79, wherein a controller at said transmitter station controls a memory location to communicate to said transmitter a selected control signal, said method further comprising the steps of detecting a first instruct signal which is effective at the transmitter station to instruct transmission, and inputting said first instruct signal to said controller thereby to

cause said memory location to communicate a selected control signal.

108.(Unchanged) The method of claim 106, further comprising the steps of storing said first instruct signal at said transmitter station, and controlling said memory location to communicate a selected control signal at a scheduled time according to said first instruct signal.

109.(Amended) The method of claim 106, further comprising the step of controlling said memory location to communicate said program to said transmitter based on a second instruct signal.

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110.(Amended) The method of claim 109, further comprising the steps of detecting a selected control signal communicated from said memory location and programming a controller to respond to a control signal communicated from said memory location.

111.(Unchanged) The method of claim 106, further comprising the step of embedding first instruct signal in said program thereby to enable said controller to respond to said embedded said first instruct signal at a time when said program is being communicated.

125.(Amended) A transmitter station apparatus for processing a signal and communicating mass medium program materials to present at each of a plurality of receiver stations a combined output of a broadcast or cablecast program and a receiver specific computer generated datum, with each of said receiver stations having an output device for receiving and delivering the broadcast or cablecast program and other information, each said station also having a microcomputer with a specific memory location operatively connected to said output device for storing and outputting

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information to said output device, said transmitter station apparatus comprising:

a broadcast or cablecast transmitter for communicating to a plurality of receiver stations an information transmission;

a program input receiver operatively connected to said transmitter for communicating the program to said transmitter;

a memory or recorder operatively connected to said transmitter for storing and communicating a first control signal which at the receiver station operates to generate the receiver specific datum; and

an input device operatively connected to said memory or recorder for causing said memory or recorder to communicate said first control signal at a specific time to said transmitter, thereby to communicate said program and said first control signal to said receiver stations and cause each of said plurality of receiver stations to deliver said program at its output device, generate a receiver station specific datum, place its receiver station specific datum at its memory location for a period of time, and deliver a combined output of said broadcast or cablecast program and its receiver station specific datum at its output device.

127.(Twice Amended) A method of communicating mass medium program material to a plurality of receiver stations each of which includes a broadcast or cablecast program receiver, an output device, a control signal detector, a computer with a specific memory location capable of communicating to said output device, and with each said receiver station adapted to detect the presence of at least one control signal, to generate a receiver specific datum in response to a detected specific control signal, and to deliver at said output device combined medium programming including said receiver specific datum within a broadcast or cablecast program, said method comprising the steps of:

receiving at a transmitter station a program to be transmitted;

generating data related to said program;

generating at said transmitter station a first control signal using said generated data which at the receiver station operates to generate the receiver specific datum;

receiving a second control signal; and

transmitting at least one of said program and said first control signal in response to said second control signal.

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128.(Amended) The method of claim 127, said method further comprising the step of transmitting said second control signal to said transmitter station.